



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-02-2012 PAGE: 1 of 1

STRATEGIC MEDIA PLACEMENT - 19184  
ATTN: WHITNEY EVERSOLE  
7669 STAGERS LOOP  
DELAWARE OH 43015

Contract No 404336	Contract Dt 11-01-2012	Revision Dt	Rev# 0	Advertiser GARGANIO AND O'BRIEN, ELECTION FUN	Brand BURLINGTON COUNTY FREEHOLDER	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA							
Agency Est# 3201			CMS # 247670	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 11-03-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 247670						
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
Agency CPE: E : 3201																					
1	11-05-2012	11-05-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	30	1							1	1,500	1	1,500.00	
2	11-06-2012	11-06-2012	07:00AM - 09:00AM (BOOKENDS)	MORNING NEWS GMA 7A MO-FR (6910)				9	15		2						2	750	2	1,500.00	
3	11-03-2012	11-03-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SA (7098)				9	30						1		1	1,400	1	1,400.00	
4	11-04-2012	11-04-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SU (7099)				9	30							1	1	1,400	1	1,400.00	
5	11-05-2012	11-05-2012	05:00PM - 06:00PM (BOOKENDS)	EARLY NEWS 5P MO-FR (6988)				9	15	2							2	1,100	2	2,200.00	
6	11-05-2012	11-05-2012	11:00PM - 11:35PM (BOOKENDS)	LATE NEWS MO-SU (6969)				9	15	2							2	1,600	2	3,200.00	
																	Contracted Gross Total:		9	11,200.00	
																	Actual Gross Total:		9	11,200.00	
																	Agency Commission:			1,680.00	
																	Net Total:			9,520.00	
Month/YR		Preempted			Made Good			Contract Total			Adjustments						Actual Total				
Nov 12		0.00			0.00			11,200.00			0.00						11,200.00				
TOTAL		0.00			0.00			11,200.00			0.00						11,200.00				

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood